



WKMG

ORDER

Flight Dates 08/28/12-09/06/12

Contract / Revision

257721 /

Product

RPOF/BROOKS,GOODSON,

Original Date / Revision

08/27/12 08/29/12

Agency Com 15%

Billing Contact

Advertiser POL/RPOF 3 PACK//R/STR/F

919 Prince Street
Alexandria, VA 22314

Agency John McLaughlin & Associa

Buying Contact Marianne Campbell

919 Prince Street
Alexandria, VA 22314

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 430

Alt Order # 06298405

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL GEN

Product Codes PL-Candidate

Priority P-3

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 24750

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	16	\$21,037.50	\$24,750.00	0.00	08/27/12	09/06/12	16	\$21,037.50	\$24,750.00
Totals	16	\$21,037.50	\$24,750.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WKMG	09/03/12	09/06/12	Local 6 News 12-1230p CM		12-1230p	MTWT---	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	MTWT---		4				\$800.00		0.00			
E 2	WKMG	08/28/12	08/31/12	Local 6 News 12-1230p CM		12-1230p	-TWTF--	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWTF--		4				\$800.00		0.00			
E 3	WKMG	09/03/12	09/04/12	M-F 11p News	CM	11-1135p	MT-----	:30	2	\$2,200.00	P-3	0.00	NM	2	\$4,400.00
				M-F 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	MT-----		2				\$2,200.00		0.00			
E 4	WKMG	08/28/12	08/29/12	M-F 11p News	CM	11-1135p	-TW----	:30	2	\$2,200.00	P-3	0.00	NM	2	\$4,400.00
				M-F 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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